



# 34.1.6b Intranet Applications Operations-Monthly Report

December 5, 2000

# Metrics Based Service Targets - Executive Summary

Delivery Metric		Target	Actual
<b>Response Time</b>		90%	100%
<b>Resolution Time</b>		90%	100%
<b>Service Reporting Delivery</b>		On Time	On Time
<b>Resolution Quality</b>		90%	100%
<b>Help Desk Accuracy</b>		90%	N/A
<b>Help Desk Request Vol. (No. of Requests)</b>			68

Color Key:

Green = Service target was met or exceeded

Yellow = Service target was missed

N/A = Not Available for this report

Service Targets and Actuals are shown as a percentage. i.e.. - a 90% target means that metric targets are met or exceeded in 90% of all requests to the Appl. Mgmt. Team.

## Monthly Highlights (Status, Key Findings and Issues)

- 1) 68 content requests were processed (no user trouble calls or queries were received).
- 2) Developed a draft SFANet Privacy Statement. Intent is to publish this on SFANet to advise users on what information is stored when a cookie is written to their hard drive upon accessing SFANet. Co-developed with Andy Boots.
- 3) Revised the format of this report and submitted it for review. It was approved; deliverable 34.1.6a was resubmitted and approved.
- 4) The SFANet test web server at the VDC was reconfigured to send cookies to a user's hard drive. Tech Arch team is working with the VDC to establish cookie expiration settings and WebTrends configurations to properly count monthly users. More accurate user stats should be available when SFANet goes into production.
- 5) Cheryl Queen is finalizing the SFA Tier 1 Intranet help desk.

# SFANet Usage Metrics - Executive Summary

	<i>Metric</i>	<i>Desired Result</i>	<i>Oct. vs Nov.</i>
<b>Session Statistics</b>			
	Visitor Sessions	Increase	Decreased 9%
<b>Activity Statistics</b>			
	Total Hits	Increase	Decreased 19%
	Page Views	Increase	Decreased 36%
<b>Visitor Statistics</b>			
	Total Visitors	Increase	N/A
	Visitors who visited more than once	Increase	N/A
	Visitors who visited once	Decrease	N/A
<b>Visit Length Statistics</b>			
	Avg Visit Length	Increase	Increased 45%
<b>Other</b>			
	Bandwidth	Increase	Decreased 51%

Color Key:

Green = Usage trend is positive

Yellow = Usage trend is negative

N/A = Not Available for this report

## Key Findings and Action Items

1) Hits/Page View statistics, visitor trends, etc. show that Intranet usage decreased since Oct. Analysis revealed that the decline was not only due to the Thanksgiving holiday - usage gradually declined every week of the month. Typically usage of Intranets decreases in Dec. and only slightly in Nov.

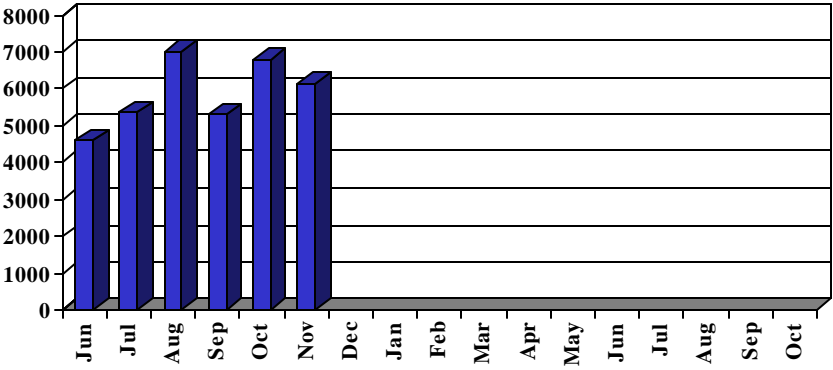
2) Average visit length reversed its 3 month slide and increased dramatically in Nov.

3) Bandwidth decreased for the 2nd straight month. Analysis indicates that PDF downloads decreased 77% since Nov. 1.

4) No new action items.

# Usage Metrics Detail

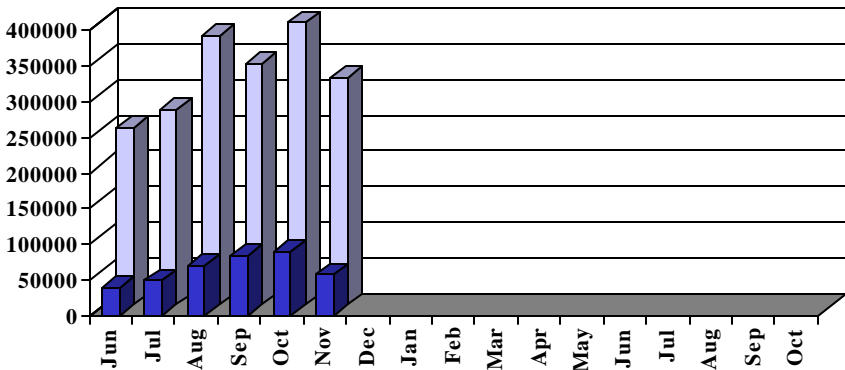
Session Statistics



No. of Visitor Sessions

Good  
↑

Activity Statistics



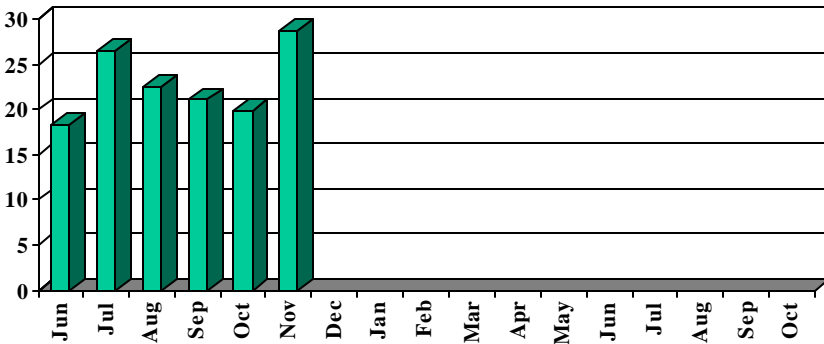
Page Views      Total Hits

Good  
↑

Visitor Statistics

TBD

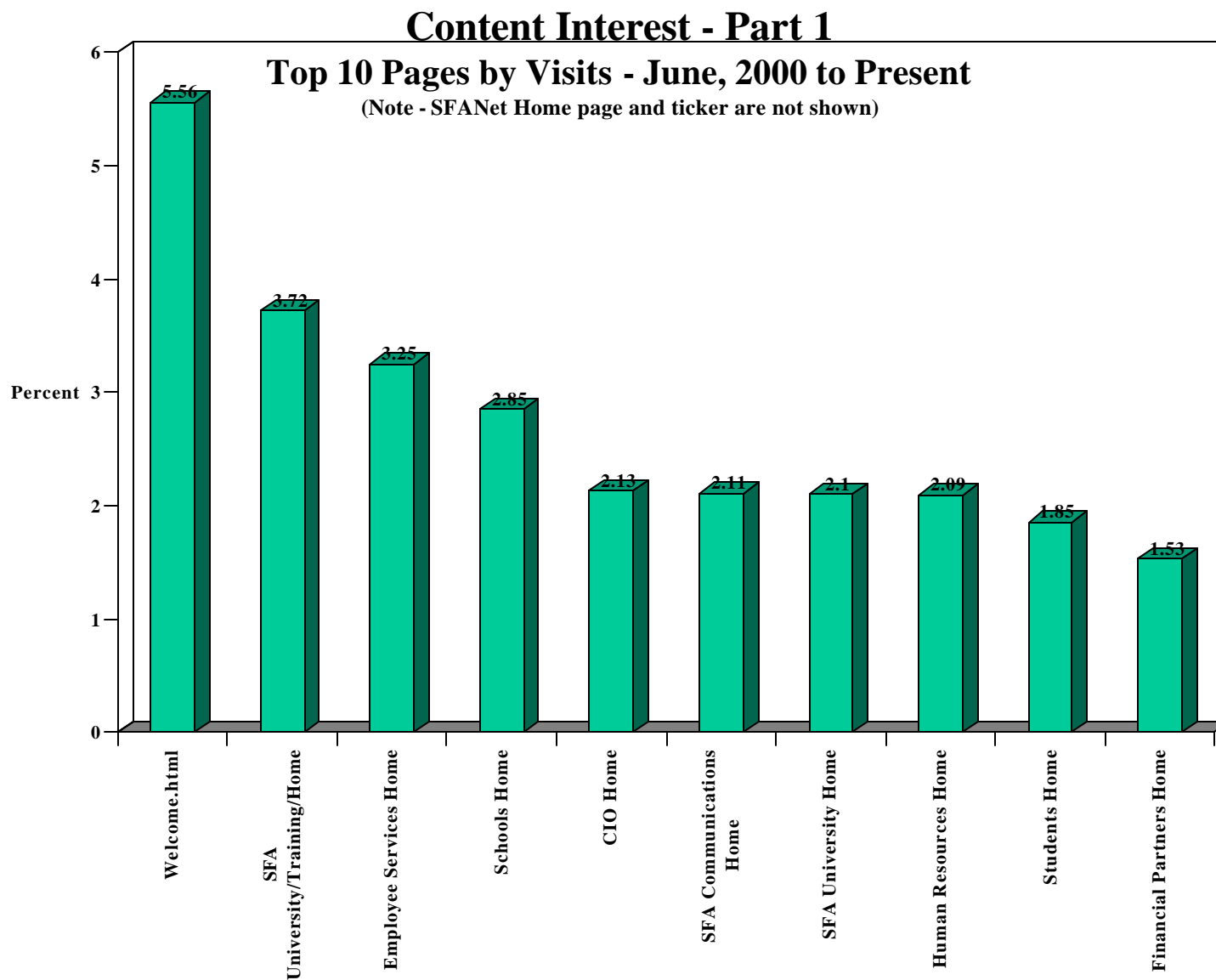
Visit Length Statistics



Avg. Visit Length (min.)

Good  
↑

# Usage Metrics Detail



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# Usage Metrics Detail

## Content Interest - Part 2

### Top Pages by Visits - June, 2000 to Present

Note - Compilation from WebTrends Top Pages by Visits (top 20 pages visited monthly)

Page Name	%
SFANet Home	32.08
Ticker.txt	27.89
Welcome.html	5.56
SFA University/Training/Home	3.72
Employee Services Home	3.25
Schools Home	2.85
CIO Home	2.13
SFA Communications Home	2.11
SFA University Home	2.10
Human Resources Home	2.09
Students Home	1.85
Financial Partners Home	1.53
Reference Page Home	1.44
Employee Services/Life at Work Home	1.29
People Page Home	1.26
CFO	0.93
SFA Stars Home	0.69
CFO/Administration/Index8.html	0.64
SFA Communications/Space News Home	0.56
Human Resources/Payroll/Index7.html	0.50
Human Resources/Forms Home	0.43
SFA Communications/Transformation News Home	0.39
Analysis Home	0.39
Employee Services/News and Events/Index10.html	0.37
Schools/About Us/Kjinterview.html	0.37
Schools/Tools Home	0.35
SFA University/Learning Coupons Home	0.34
SFAStars/Awardees/Awardees_0900.html	0.33
SFA Communications/SFA LOGOS Home	0.31
Performance/EmpSatSummary.html	0.29
SFAStars/Awardees/Awardees_0900.html	0.28
People/Index11.html	0.27
Schools/About Us/Index6.html	0.24
Students/News and Events/Index4.html	0.23
Performance/Employee Survey Home	0.23
Ombudsman Home	0.20
Financial Partners/About Us Home	0.19
Students/Publications Library/Index1.html	0.17
SFA University/Course Catalog	0.13

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# Usage Metrics Detail

## **Actions Status from Previous Report**

- Visitor stats - WebTrends is configured at the VDC to use IP addresses to determine unique visitors; SFA uses DHCP to assign IP addresses. Consequently, Visitor data is inaccurate. As stated in the Executive Summary on page 2, the Tech Arch team is testing a solution at the VDC using persistent cookies. The cookie will be a server generated cookie and not an application cookie. It will have a pre-determined expiration period. Every time that a user accesses SFANet, his/her visit will be written to a log file on the web server using the cookie as the user identifier rather than the user's IP address. WebTrends will be configured to use the cookie data in the web server log file to determine the correct number of unique users of SFANet. This solution is undergoing testing at the VDC. This solution is used by most organizations to more accurately determine web users.

# Definition of Service Metrics

- Response Time**

Elapsed time from initial logging of request by Tier 1 Help Desk to acknowledgement of request by the Application Management Team. For High Priority requests the Tier 1 Help Desk will make an additional phone call or page to the Application Management Team.

- Resolution Time**

Elapsed time from acknowledgement of request by the Application Management Team to notification of Tier 1 Help Desk that the request has been resolved. Measured as the schedule time agreed to between SFA and the Application Management Group for each request.

- Service Reporting Delivery**

This metric covers the timely delivery of monthly metrics based service target reports. Measured by the number of days from the delivery target, which is the 7th of each month.

- Resolution Quality**

This metric measures the number of requests (under 80 hours) implemented correctly the first time.

- Help Desk Accuracy**

This metric measures the accuracy of the Tier II Help Desk in providing correct instructions to users. Measured as the number of all actions taken by Tier II that solves users' problems the first time.

- Help Desk Request Volume**

Reporting on the number of requests made to the Tier II Help Desk. This is not a metric but used for informational purposes only.



# Glossary of Usage Terms

- **Hits**  
A count of all successful hits including HTML pages, pictures, forms, scripts, and downloaded files.
- **Page Views**  
Total hits to pages which are defined as documents or forms by the Server.  
  
Supporting graphics on pages are not counted.
- **Visitor Sessions**  
A count of the visits to SFANet.
- **Visitors who visited once**  
The number of visitors who visited the site exactly once during the reporting period.
- **Visitors who visited more than once**  
The number of visitors who visited the site more than once during the reporting period.
- **Total Visitors**  
A count using the visitor's IP address, domain name, or cookie.
- **Avg. Visit Length**  
Average of all visits in the log. Indicates retention or interest in SFANet.
- **Bandwidth**  
Kilobytes transferred over the course of the report period. Bandwidth provides a measure of activity.
- **Page Not Found Errors**  
Pages that returned "Page Not Found" (404) errors on the server. This can be useful in identifying referring pages that are out of date and in highlighting inconsistencies in the site structure.
- **Failed Hits as a Percent**  
Percentage of hits that failed. Failed hits are hits where a server or client error occurred. Useful in determining the reliability of the site.
- **Server Errors**  
Type of errors that occurred on the server. Helpful for specifically identifying the server maintenance that can improve the site.
- **Top Pages by Visits**  
These trends indicate the content visitors are most interested in. Ignore /images directory.